



Ohio Angus Newsletter

May 2011 Issue

www.ohioangus.org

Stacking the odds with A.I.

Miranda Reiman, Industry Information Assistant Director

Cattlemen know genetic change is a slow process, especially when compared to other species.

That should be enough motivation to think about stacking genetics, says Aaron Arnett, Select Siresvice president. Bull selection is only half the equation.

“Even the best set of sires mated to a group of mongrelized cows will not produce calves that hit the high-quality targets with any consistency,” he says.

Missouri’s Show-Me Select® program provides a test case. After all, its main focus is on using timed artificial insemination (TAI) to produce predictable females. After more than a decade, that has translated into an elite reputation as the go-to source of top-notch replacement heifers.

When the right sires are chosen, the results are just as outstanding in the feedyard and on the rail. The Show-Me steer mates are setting quality records, one recent load making the news with 86.8% Certified Angus Beef® (CAB®) and CAB Prime acceptance.

“We’re helping producers put together these puzzle pieces,” says David Patterson, University of Missouri animal scientist who spearheaded the original program. “Timed AI is only the first step, because a wrong sire choice means they’re just breeding cows, not adding measureable value.”

In the university’s straightbred commercial Angus herd, they’re tracking that monetary incentive. When pasture-bred calves are breaking even, progeny of high-accuracy AI sires are making \$60-perhead profit.

Patterson says that’s a result of pairing those value-added females with high-accuracy sires known for calving ease, marbling and carcass weight.

“Everybody knows inputs have increased remarkably, relative to selling commodity calves,” he says. “We have to figure out how to get more out of each calf crop we’re producing.”

Straightbreeding may be the easiest way to do that, but those practicing it need a specific target, Patterson says. Otherwise they may be giving up the heterosis benefits of crossbreeding without the tradeoff in high-quality beef premiums.

“Nothing is better for consistent, highly predictable outcomes than a cowherd with pedigrees stacked for a desired trait or combination of traits,” Arnett says. “When proven AI sires are mated in such a herd, the results will be impressive, worth retaining ownership and selling those calves on the grid.”

That’s more difficult to accomplish with crossbreeding, which Arnett still advocates in most cases. Patterson points out one potential downfall, however, even with high-accuracy Angus calving-ease genetics on Continental-cross heifers: “Birth weight in the calves from those heifers becomes a complete wild card—for better or worse, heterosis begins at conception.”

If producers are looking to set an end-product goal, Patterson has one in mind. “The Certified Angus Beef program sold 775 million pounds of product this year and will need a billion pounds by the year 2020. That’s 3.5 million cattle; that’s an opportunity for those who can meet the demand,” he says.

Secretary's Corner

Greetings fellow Angus breeders!

First off, thank you again for all the thoughts, prayers, and messages for our daughter Addison, and I am happy to report that her recovery is going very well, with no noticeable side effects. Although it will be several months before her heart is expected to return to normal size and function, all signs indicate she is on that path.

After what I consider an ideal winter from December through most of February because of the constant below freezing temperature and the abundance of "free" concrete, it sure has become a frustrating spring. Despite a dryer and warmer than normal March here in Northwest Ohio, April sure gave us the cool, gray, muddy environment we're so accustomed to in March. With the 2nd wettest April on record in our area, I'm sure most of you across the state have seen similar conditions, and only wonder what lies ahead for the growing season, the hay production, the corn price, and the many decisions that go along with it. With the amount of hay acres tilled up last fall to prepare for corn, it may prove to be a challenge to secure adequate hay supplies for some producers this year, which could also dictate higher hay prices by winter, but time will tell. The best we can do is continually monitor the markets, make timely decisions on feeder calf sales, cow and bull culling, and of course manage and protect the forages and readily available feedstuffs we have now. Hopefully wet conditions have not destroyed too much pasture and there will be opportunity to stockpile this summer.

With the markets for cattle treating all segments of the industry well at the moment, there has been much interest in both buying and selling of cattle from feeders to heifers, cows, and bulls this spring, so as always, please let us know if we can be of any assistance in marketing your cattle or finding the stock you need.

I hope to visit with many of you at the Ohio Preview Show in June, the Ohio State Fair in August, and many other places in between, so please be sure to say hi and tell us what's on your mind!

Sincerely,

Allen M. Gahler
Secretary / Fieldman

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Newsletter AD Rates

Monthly Ads now appear on the web!!!

Deadline is the 20th of the preceding month in which you wish to advertise, or contact Allen ahead of time for assistance and pricing to create an ad - design and ad retrieval fees from other publications will apply. Web option also available for business card ads. Call or email today for details to meet your advertising needs!

Newsletter

- includes featured ad on www.ohioangus.org

1 page \$150

1/2 page \$100

Bus Card \$200

(1 year) - Prorated for partial year

classifieds 1 free 25 word ad per year!

2011 Ohio Angus Association Officers

President: Dave Felumlee (740) 763-4616
dfelumlee@windstream.net

Vice President: Kelvin Egner (419) 295-6089
kjegner@hotmail.com

Chairman: Bob Deitrick (740) 674-4610
ghdeitrick@yahoo.com

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secretary@ohioangus.org

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News and Notes

Eastern Ohio Jr. Preview Show

Saturday, June 4th, 10 a.m.

The Eastern Ohio Angus Association will host its annual Jr. show at the Muskingum County Fairgrounds, Zanesville, OH. For entry information, contact Gail Deitrick:

740-674-4610 or ghdeitrick@yahoo.com

Directory Corrections

My sincere apologies to the following exhibitors whose picture had the wrong captions in the 2011 edition of the Ohio Angus Directory /Handbook. The pictures on pages 70 and 73 are correct, but included incorrect captions. Corrected captions are listed below, and appear correct in the on-line version of the directory, at www.ohioangus.org

2010 OHIO ANGUS PREVIEW SHOW

Highland County Fairgrounds, Hillsboro, OH

Champion Bull:

MEK Marathon 3109, 3/5/09
Maplebrook Farm and MC Cattle Co.
Sire: BC Marathon 7022

Champion Female:

Gambles Shadoe 5069, 5/17/09
Lauren Grimes, Hillsboro, OH.
Sire: BC Lookout 7024

Reserve Champion Bull:

Maplecrest Objective J9209, 10/16/09
Lauren Grimes, Hillsboro, OH.
Sire: SS Objective T510 OT26.

Reserve Champion Female:

Champion Hill Peg 7350, 9/1/09
Kaitlyn Clarke, West Chester, OH
Sire: SAV Bismarck 5682

Champion Cow/Calf:

Maplecrest Rita 7088, 9/10/07
Lauren Grimes, Hillsboro, OH.
Sire: TC Total 410.
10/16/09 bull calf by SS Objective

Reserve Champion Cow/Calf:

Dameron Pride 699, 4/3/06
BaileyHarsh, Radnor, OH.
Sire: LaGrand Sundance 4211.
2/24/10 bull calf by Kramers Network

2010 OHIO STATE FAIR JUNIOR SHOW

Angus Females and Steers

Grand Champion Female

MAF Ann 1049, 2/6/09
Jordon Mullett, Coshocton, OH
Sire: BC 7022 Raven 7965

Reserve Grand Champion Female

Brave Rita Mae 923, 9/9/09
Hailee Deger, Lebanon, OH
Sire: Exar Lutton 1831



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2011 Ohio Angus Preview Show

2011 Ohio Angus Preview Show

The Ohio Angus Preview Show will be held June 25-26 at the Fairfield County Fairgrounds in Lancaster, OH. The Preview will once again take on a Saturday/Sunday format, with Jr. show to be held on Saturday, and Open show on Sunday. Jr. cattle must be checked in by 5 p.m. on Friday, June 24, and open show only cattle must be checked in by 12 noon on Saturday, June 25. **Detailed schedule and entry information at www.ohioangus.org**

Hotel information

Hampton Inn
2041 Schorway Drive
Lancaster, OH 43130
740-654-2999 or 1-800-HAMPTON

Baymont Inn & Suites
1721 River Valley Circle N.
Lancaster, OH 43130
740-654-5111

- Ask for the Ohio Angus room block.
- rate is \$99/night plus tax
- Room block and rate good until 6/10/11
- book online at hamptoninn.com - code: OAA
- Ask for the Ohio Angus room block.
- rates \$80.74 - \$93.49/night plus tax
- double queen or 1 King rooms available
- Room block and rate good until 6/10/11

Camping spots with water and electric are available on the fairgrounds, \$20 / night.

Ohio Angus Ladies Auxiliary

Scholarship Benefit - Help needed!


Please help the Ohio Angus Auxiliary Scholarship Fund! We are now selling raffle tickets for a Lincoln Log Star Quilt, hand crafted at Country Fabrics Store, Shiloh, OH, with all proceeds to benefit the Ohio Angus Association Ladies Auxiliary scholarship fund.

Tickets are \$1 or 6 for \$5 and can be obtained from:

Jackie Egner 419-295-6090 kjegner@hotmail.com
Lynn Hill 740-367-7021 champion@jbnets.net
Cheri Miller 419-665-2251 millerfarm@glis.cc

Drawing will be held at the Ohio Angus Preview Show on June 26 prior to the selection of Champion Female.

Ladies Auxiliary members :
Please send tickets and money to Cheri Miller.


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2011 Ohio Angus Preview Show

June 25-26, 2011

Hosted by the Fairfield County Cattlemen at the Fairfield County Fairgrounds, Lancaster, OH

Entries must be Postmarked by June 1st

- Cattle may arrive after 8:00 a.m. Friday, June 24
 - Barn bedding will be in place.
- Tie-outs to trailers on south side of show arena
 - Show supplies will be available
 - Food stand by Fairfiel County Cattlemen Sat/Sun 10 a.m. - 2 p.m.
- Saturday evening dinner hosted by the Majors and Bachman family - Details to be announced

Show Sponsor Opportunities

For \$50, sponsorship will include:

- * Business card ad in the Preview Show program
- * listing in the Ohio Angus Newsletter
- * listing in the Ohio Angus Directory
- * show day announcements about your farm / business
- * Award banner sponsors also available

Deadline to submit business card or other information for sponsorships is June 15
Submit to Allen Gahler at secretary@ohioangus.org or call 419-350-2091 to discuss details.

For complete details and entry forms visit www.ohioangus.org

PREVIEW SCHEDULE FRIDAY, JUNE 24, 2011

8:00 a.m.Fairgrounds Open for stalling
6:00 p.m.Jr. Cattle Check in deadline

SATURDAY, JUNE 25, 2011

9:00 a.m..... Jr. Showmanship
Following Showmanship...Ohio Junior Angus Show
Bred-and-Owned Bulls * Bred-and-Owned Heifers * Cow-Calf Pairs
Owned Heifers * Registered Angus Steers * ROS & Jackpot Steers

12:00 p.m..... Open Show Cattle arrival and check-in deadline
3:30 p.m.....Ohio Angus Board Meeting
Ohio Junior Angus Meeting

6:00 p.m.....Dinner hosted by Majors/Bachman family - details to be announced

SUNDAY, JUNE 26, 2011

9:00 a.m.....Ohio Angus Preview Show
Angus Heifers * Angus Cow-Calf Pairs * Ladies Showmanship
Angus Bulls * Group Classes



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Industry News and Notes

Adding, capturing calf value

Steve Suther, Industry Information Director, Certified Angus Beef LLC

Cattlemen may hear about the shrinking beef industry and wonder about their role in the future. They can take heart in the expanding high-quality end of the business, however.

Licensed partners of the Certified Angus Beef® (CAB®) brand worldwide sell more than 2 million pounds of branded product per day, and supply has increased 92% in the past five years. That's according to Mark McCully, CAB assistant vice president, supply.

Addressing producer-members of the Pittsylvania County Cattlemen's in Chatham, Va., earlier this month, McCully said demand for CAB products grew along with supply, and that represents opportunity for producers.

Overall higher cattle prices and premiums for the best cattle are two results of strong demand, but producers can take steps to move a greater share of their calves into that premium category, he said.

Genetic selection tools available on registered Angus cattle, specifically EPDs (expected progeny differences) can help any herd make progress. "EPDs are used to compare animals within a breed but you should also pay attention to the average values of the breed," McCully said. "For example, using a bull in the top half of the breed for Marbling EPD, or those above +0.40, is more in line with a genetic focus on the CAB brand."

Current average EPDs for Angus cattle are posted at <http://angus.org/Nce/BreedAverageEPDs.aspx>

Given the genetic potential, cattlemen can see it realized through comprehensive herd health and nutrition programs and low-stress management, he added. "Then, find ways to get carcass data by working with organized state programs, your bull supplier or a CAB licensed feeding partner. Keep detailed records and use that data in sire selection and cowherd culling."

To illustrate value differences, McCully shared three scenarios with 750-pound (lb.) feedlot calves. Groups one and two were both age-and-source verified, gained 3.5 lb. per day (ADG) with feed-to-gain (F:G) conversion of 6.1. After a theoretical 1% death loss, both groups finished at 1,325 lb.

The key difference was in carcass grading: Group 1 had 5% Prime, 40% CAB and 90% Choice or better along with 30% Yield Grade (YG) 1 or 2 and 15% YG 4. Group 2 was leaner with 40% YG 1 or 2 and just 5% YG 4, but no Prime, only 10% CAB and 50% Choice with 5% Standard.

Then there was Group 3, the calves without age-and-source verification, ADG at 2.9 lb., F:G at 7.0, apparently in poorer health with 4% death loss and finishing at 1,250 lb. They managed the same carcass results as Group 2, but came in \$195 per head lower value than Group 1 under current market conditions.

McCully concluded by emphasizing the importance of marketing options to capture the value in "value-added" calves.

- Retain full or partial ownership of calves through the feedlot
- Direct marketing to feedlots with bonus options for carcass premiums
- Commingled sales of high-quality calves with other like-minded producers
- Calves backed by a resume that documents their profit potential
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Meat heads in the making

By Deanna Walenciak, CAB Marketing Director



Imagine someone who knows as much about meat, steaks and product yields as you do about grazing, breeding, calving and weaning.

Just as the love for ranching is in your blood, their love for the meat industry and selling the product you raise is part of who they are. They live to sell steak. They are meat heads.

Yet, the days of journeyed meat schools, or working your way up through the family meat business are becoming things of the past. Those who sell meat to restaurants today also sell thousands of other items, so it's hard to be an expert in that coveted center-of-the-plate meat category.

That's why the Certified Angus Beef® (CAB®) Master of Brand Advantage (yes, that's MBA) intense training program focused on developing meat expertise and sales leadership.

This MBA program was designed with hands-on learning—right down to feeding the cows—and we welcomed 21 students who accepted the challenge to earn their masters in all things beef. The process started where all great beef starts: at the ranch. For many class members, it was their first time at a ranch or feedlot.

“You have a perception before you go to these things of how it's going to be,” said Curtis Adams, U.S. Foodservice, Tampa, Fla., after spending a day on a Kansas commercial Angus ranch. “It totally blew away any thoughts and ideas of what I was expecting.” Having heard all the talk in cities, he said, “I was amazed the actual land they are able to roam and the grass they feed on.”

The experience helped prepare Thomas Chamot of Palmer Food Service, Rochester, N.Y., to answer customer questions. Seeing the “unbelievable amount of care, integrity and pride in what they do . . . it really gives me a lot more ammunition. My gun is fully loaded to answer questions,” he said.

With the ranch foundation in place, the next stop was the feedlot. Class members spent an afternoon at Irsik & Doll Feedyard, Garden City, Kan., understanding high quality grains, the priority put on animal well-being and environmental stewardship.

Before and after the production segment of the MBA from CAB, students—up-and-coming meat sales professionals—were surveyed to collect their impressions of a commercial feedlot. The answers were strikingly different.

CAB staff briefed feedlot managers Mark Sebranek and Jerry Jackson on the advance results to help them focus their tour presentation last November. Among those preconceived notions:

- Large, crowded, dirty
- Massive herd divided into containment stalls
- Inhumane conditions and manure everywhere

After seeing things first-hand, being able to ask questions and meeting the feedlot team, the lights came on:

- Amazing how many cows were there and how clean it was. Just the finishing process for cattle.
 - I now know there is a lot of care, concern and passion in the feedlots. It is not a buffet line and overcrowded living quarter.
 - Cattle seemed comfortable and well cared for. Impressed at the care given to animals through the whole process.
- The Kansas trip concluded with a tour of Cargill's Dodge City packing plant, and that set the stage for the second MBA session: carcass fabrication at The Ohio State University. Many “students” had been selling meat for years, but had never broken down a side a beef to understand sources.

“It is starting to make sense what we have been talking about and actually seeing where the cuts come from on the animal and to be able to explain it to our customers. I have a new credibility to explain that to customers,” said Andrew Corsi, of Sysco Cleveland.

For the final week of MBA, it was time to apply knowledge in overcoming any possible sales objections from chefs or others to buying your product. Class content covered all the bases from meat science to cutting tests and product yields, ground beef, food safety and sales skills—all starting with the ranch experience and leading to meat heads who know their stuff.

Besides homework, graduates had to pass an intense final exam that had them presenting on the brand to CAB staff members. No worries after all the preparation.

“It's about confidence,” said Scott Gasparini, of Buckhead Beef Company Atlanta. “I've seen it and done it and have the science and facts behind my words.”

That goes all the way to real-world settings, of course. Adams, of U.S. Foodservice, said the MBA experience “helped me become the meat head that I always wanted to be. I can now talk to any chef and GM about beef and why CAB is the best program out there.”

As these first MBA alumni apply the power of knowledge to sell more top-quality beef, applications are coming in for MBA II. Keep up the good work out on the ranch, where it all begins.

June 1 * Ohio Angus Preview Entry deadline
 June 4 * Eastern Ohio Distirct Show
 June 25-26 * Ohio Angus Preview
 July 17 * North Central Show
 July 26 * Blackswamp Show
 July 29 * Heart of Ohio Show

July 30-Aug 1 * Ohio State Fair Angus Shows
 August 27 * West Central Districk Show
 September 20-22 * Farm Science Review

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